

In the Claims:

Please amend claim 1, and add new claims 2-14 as follows:

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1. (Amended) A computer system for managing advertisements for use in an interactive electronic television program guide (EPG) comprising:

A9 means for storing information regarding advertisements to be displayed on the EPG including predetermined payment rates for advertisements;

means for calculating distribution of the advertisements based on the information stored in said means for storing; and

means for distributing advertisements to the EPG based on the output of the means for calculation.

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2. (New) A computer system for managing advertisements for use in an interactive electronic television program guide (EPG) comprising:

A10 a memory for storing information regarding advertisements to be displayed on the EPG including memory requirements for storage of the advertisements at the EPG location;

a processor for determining distribution of the advertisements based on the information stored in said memory; and

means for distributing advertisements to the EPG based on the determined distribution.

3. (New) A computer system for managing advertisements for use in an interactive electronic television program guide (EPG) comprising:

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a memory for storing information regarding advertisements to be displayed on the EPG including television programs broadcast about the time of an advertisement display;

a processor for determining distribution of the advertisements based on the information stored in said memory; and

means for distributing advertisements to the EPG based on the determined distribution.

4. (New) A method for managing advertisements for use in an interactive electronic television program guide (EPG) comprising:

storing information regarding advertisements to be displayed on the EPG including predetermined payment rates for advertisements;

determining distribution of the advertisements based on the stored information; and

distributing advertisements to the EPG based on the determined distribution.

5. (New) A method for managing advertisements for use in an interactive electronic television program guide (EPG) comprising:

storing information regarding advertisements to be displayed on the EPG including memory requirements for storage of the advertisements at the EPG location;

determining distribution of the advertisements based on the stored information; and

distributing advertisements to the EPG based on the determined distribution.

6. (New) A method for managing advertisements for use in an interactive electronic television program guide (EPG) comprising:

storing information regarding advertisements to be displayed on the EPG including television programs broadcast about the time of an advertisement display;

determining distribution of the advertisements based on the stored information; and

distributing advertisements to the EPG based on the determined distribution.

7. (New) A method for managing advertisements for use in an interactive electronic television program guide (EPG) comprising:

storing in a database information about advertisements to be displayed on the EPG including information about display terms;

receiving an instruction in information packets by a viewer's television for the EPG to display a particular advertisement when a specified condition is met;

displaying the particular advertisement responsive to the received instruction when the specified condition is met.

8. (New) The method of claim 7, wherein the display terms comprise of one or more of the group of: times of day of advertisements display, duration of advertisements display, location of advertisements display, days of week of advertisements display, television programs broadcast at or about the time of advertisements display; rotation rate for advertisements, number of advertisements being rotated with the advertisements, memory required for storage of advertisements at the EPG location, and payment rates for advertisements.

9. (New) The method of claim 7, wherein the database is accessible via a computer network.

10. (New) The method of claim 7, wherein the computer network is the Internet.

11. (New) A computer system for managing advertisements for use in an interactive electronic television program guide (EPG) comprising:

a database for storing information about advertisements to be displayed on the EPG including information about display terms;

a receiver at a viewer's television for receiving an instruction in information packets for the EPG to display a particular advertisement when a specified condition is met;

a display at the viewer's television for displaying the particular advertisement responsive to the received instruction when the specified condition is met.

12. (New) The system of claim 11, wherein the display terms comprise of one or more of the group of: times of day of advertisements display, duration of advertisements display, location of advertisements display, days of week of advertisements display, television programs broadcast at or about the time of advertisements display; rotation rate for advertisements, number of advertisements being rotated with the advertisements, memory required for storage of advertisements at the EPG location, and payment rates for advertisements.

13. (New) The system of claim 11, wherein the database is accessible via a computer network.